

CONTRACT

Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

Mentzer Media Services
600 Fairmont Avenue
Suite 306
Towson, MD 21286

<u>Contract / Revision</u> 353309 /		<u>Alt Order #</u> 06848870
<u>Product</u> Anti-Obama		
<u>Contract Dates</u> 09/04/12 - 09/10/12		<u>Estimate #</u> 1985
<u>Advertiser</u> Americans For Prosperity		<u>Original Date / Revision</u> 08/31/12 / 08/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTMJ	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	09/04/12	09/07/12	Today Show M-F	7a-9a		1:00			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$1,000.00			
N 2	WTMJ	09/04/12	09/07/12	Noon News Rotation	12n-1p		1:00			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$600.00			
N 3	WTMJ	09/04/12	09/07/12	Live at 4:00 News	4p-430p		1:00			NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$900.00			
N 4	WTMJ	09/04/12	09/07/12	Live at 4:30 News	430p-5p		1:00			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$1,000.00			
N 5	WTMJ	09/04/12	09/07/12	Live at 5 News	5p-530p		1:00			NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$2,000.00			
N 6	WTMJ	09/04/12	09/07/12	Live at 6 News	6-630p		1:00			NM	4	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$2,200.00			
N 7	WTMJ	09/04/12	09/07/12	Access Hollywood	630p-7p		1:00			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				4	\$1,000.00			
N 8	WTMJ	09/04/12	09/07/12	Live at 10pm M-F	10p-1035p		1:00			NM	3	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				3	\$3,600.00			
N 9	WTMJ	09/04/12	09/07/12	Tonight Show	1035p-1137p		1:00			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- TWTF - -				3	\$550.00			
N 10	WTMJ	09/08/12	09/08/12	Today Show Saturday	6a-8a		1:00			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- - - - - S -				2	\$600.00			
N 11	WTMJ	09/08/12	09/08/12	Live at Daybreak-Sat. 8a-10a	8am-10am		1:00			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	- - - - - S -				1	\$700.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
353309 /	06848870

Contract Dates	Product	Estimate #
09/04/12 - 09/10/12	Anti-Obama	1985

Advertiser	Original Date / Revision
Americans For Prosperity	08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	WTMJ	09/08/12	09/08/12	Live at 5 Saturday	5p-530p		1:00			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$1,300.00			
N 13	WTMJ	09/09/12	09/09/12	Live at Daybreak-Sun. 6a-7a	6am-7am		1:00			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$600.00			
N 14	WTMJ	09/09/12	09/09/12	Today Show Sunday	7a-8a		1:00			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$800.00			
N 15	WTMJ	09/09/12	09/09/12	Live at Daybreak-Sun. 8a-9a	8am-9am		1:00			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$700.00			
N 16	WTMJ	09/09/12	09/09/12	Sunday Insight	10am-1030am		1:00			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$500.00			
N 17	WTMJ	09/10/12	09/10/12	Today Show M-F	7a-9a		1:00			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,000.00			
N 18	WTMJ	09/10/12	09/10/12	Noon News Rotation	12n-1p		1:00			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$600.00			
N 19	WTMJ	09/10/12	09/10/12	Live at 4:00 News	4p-430p		1:00			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$900.00			
N 20	WTMJ	09/10/12	09/10/12	Live at 4:30 News	430p-5p		1:00			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,000.00			
N 21	WTMJ	09/10/12	09/10/12	Live at 5 News	5p-530p		1:00			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$2,000.00			
N 22	WTMJ	09/10/12	09/10/12	Live at 6 News	6-630p		1:00			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$2,200.00			
N 23	WTMJ	09/10/12	09/10/12	Access Hollywood	630p-7p		1:00			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$1,000.00			
N 24	WTMJ	09/10/12	09/10/12	Live at 10pm M-F	10p-1035p		1:00			NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$3,600.00			
N 25	WTMJ	09/10/12	09/10/12	Tonight Show	1035p-1137p		1:00			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$550.00			
Totals											51	\$65,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	51	\$65,900.00	\$56,015.00
Totals	51	\$65,900.00	\$56,015.00

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Signature: _____ **Date:** _____

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